

## **SAMPLE PRESS RELEASE FOR REUSE EVENT**

**Press Release: Earth Day**  
**For Immediate Release**  
**Date:** \_\_\_\_\_

**Contact:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

### **Recycling poster and essay contest sponsored in five Merrimack Valley communities**

The “three R’s” to some people are “Reading, ’riting, and ’rithmetic” but in the recycling world they are “Reduce, Reuse and Recycle.” This spring, the recycling programs from five Merrimack Valley communities are working together to focus attention on “Reuse.”

Lawrence, Andover, North Andover, Lowell and Tewksbury are each running a poster and essay contest on the subject of reuse and recycling. They are also jointly planning two reusable items collection days in May. Details for entering the poster and essay contest are available on the recycling website for each community involved and at their libraries.

The deadline for submitting posters and essays is March 15. Prizes will be awarded to winners in each age group and winning essays and posters will be featured on cable TV and the town website. There will be winners in five age groups: Grades K-1, Grades 2-3, Grades 4-5, Grades 6-8, and Grades 9-12.

- Essays topic: If you could be on TV for three minutes and say something about reuse, recycling and environmental protection to the leaders and citizens of the United States, what would you say?
- Posters topic: Draw a poster that encourages people to reuse, recycle and give away, instead of throwing away reusable or recyclable materials.

Watch for details on the upcoming “Zero Waste Days” in May in Andover and Tewksbury. Residents will have the chance to give away small household items, clothing, bikes, books, CDs, DVDs, and linens/bedding.. These items will be collected by local charities and distributed to families in need and organizations serving the needy.

The contests are sponsored by Waste Management, Inc, BFI, Covanta Energy, Wheelabrator North Andover, the North Andover Rotary, and Russell Disposal. This project is facilitated by a technical assistance grant from the Department of Environmental Protection in order to publicize reuse opportunities in the region.